



WEWS

ORDER

Flight Dates **10/09/12-10/15/12**

Contract / Revision **303011 /**

Original Date / Revision
06/27/12 09/24/12

Advertiser **Friends of Brown / Democra**

Agency **Shorr Johnson Magnus**

Buying Contact

**1831 Chestnut Street
Philadelphia, PA 19103**

Product

Candidate. Sherrod Brown. 10.9-10.15.12

Agency Com 15%

Billing Contact

**1831 Chestnut Street
Philadelphia, PA 19103**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **Week # 4. 10.9-10.15.12**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	66	\$85,510.00	\$100,600.00	0.00
Totals	66	\$85,510.00	\$100,600.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/15/12	66	\$85,510.00	\$100,600.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	10/09/12	10/15/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	12	\$600.00	P-2	0.00	NM	12	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--					12	\$600.00		0.00			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
N 2	WEWS	10/09/12	10/15/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	8	\$550.00	P-2	0.00	NM	8	\$4,400.00



WEWS

Print Date: 09/24/12

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Contract / Revision 303011 Flight Dates 10/09/12-10/15/12

Hiatus Dates

Original Date / Revision 06/27/12/ 09/24/12

Order Sep 00:20:00

Advertiser Friends of Brown / Democr Product Candidate. Sherrod Brown. Estimate # Week # 4. 10.9-10.15.12

														Totals					
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount				
N 2	WEWS	10/09/12	10/15/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	8	\$550.00	P-2	0.00	NM	8	\$4,400.00				
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>							
Week:		10/08/12	10/14/12	- TWTF--					8	\$550.00		0.00							
Week:		10/15/12	10/21/12	-----					0	\$0.00		0.00							
N 3	WEWS	10/09/12	10/15/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	4	\$400.00	P-2	0.00	NM	5	\$2,050.00				
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>							
Week:		10/08/12	10/14/12	- TWTF--					4	\$400.00		0.00							
Week:		10/15/12	10/21/12	M-----					1	\$450.00		0.00							
N 4	WEWS	10/09/12	10/15/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	4	\$1,300.00	P-2	0.00	NM	5	\$7,000.00				
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>							
Week:		10/08/12	10/14/12	- TWTF--					4	\$1,300.00		0.00							
Week:		10/15/12	10/21/12	M-----					1	\$1,800.00		0.00							
N 5	WEWS	10/09/12	10/11/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	- TWT---	:30	3	\$950.00	P-2	0.00	NM	3	\$2,850.00				
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>							
Week:		10/08/12	10/14/12	- TWT---					3	\$950.00		0.00							
N 6	WEWS	10/09/12	10/15/12	M-F 730-8P M-F 730-8P	CM	730-8p	MTWTF--	:30	4	\$1,000.00	P-2	0.00	NM	5	\$5,200.00				
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>							
Week:		10/08/12	10/14/12	- TWTF--					4	\$1,000.00		0.00							
Week:		10/15/12	10/21/12	M-----					1	\$1,200.00		0.00							
N 7	WEWS	10/09/12	10/15/12	M-F 7-730p M-F 7-730p	CM	7-730p	MTWTF--	:30	4	\$1,000.00	P-2	0.00	NM	5	\$5,200.00				
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>							
Week:		10/08/12	10/14/12	- TWTF--					4	\$1,000.00		0.00							
Week:		10/15/12	10/21/12	M-----					1	\$1,200.00		0.00							
N 8	WEWS	10/09/12	10/09/12	Tuesday Prime C Tuesday Prime C	CM	10-11p	- T-----	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00				
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>							
Week:		10/08/12	10/14/12	- T-----					1	\$6,000.00		0.00							
N 9	WEWS	10/14/12	10/14/12	Sunday Prime C Sunday Prime C	CM	9-10p	-----S	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00				
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>							
Week:		10/08/12	10/14/12	-----S					1	\$5,000.00		0.00							
N 10	WEWS	10/15/12	10/15/12	Monday DWS Monday DWS	CM	8-10p	M-----	:30	1	\$18,000.00	P-2	0.00	NM	1	\$18,000.00				
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>							
Week:		10/15/12	10/21/12	M-----					1	\$18,000.00		0.00							
N 11	WEWS	10/11/12	10/11/12	Thursday Prime B Thursday Prime B	CM	9-10p	---T---	:30	1	\$12,000.00	P-2	0.00	NM	0	\$0.00				
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>							
Week:		10/08/12	10/14/12	---T---					1	\$12,000.00		0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>						
1	WEWS	10/08/12-10/14/12		Thursday Prime B		9-10p	---Th----	:30		\$12,000.00		0.00	NM						
Credited																			
[This spot moving to previous week. Money as a whole will not change.]																			
N 12	WEWS	10/09/12	10/09/12	Tuesday Prime A Tuesday Prime A	CM	8-9p	- T-----	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00				
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>							



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Contract / Revision **303011** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 06/27/12/ 09/24/12

Order Sep 00:20:00

Advertiser **Friends of Brown / Democr** Product **Candidate. Sherrod Brown.** Estimate # **Week # 4. 10.9-10.15.12**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 12	WEWS	10/09/12	10/09/12	Tuesday Prime A Tuesday Prime A	CM	8-9p	- T - - - -	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- T - - - -					1	\$5,000.00		0.00			
N 13	WEWS	10/09/12	10/15/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	M-TWTF- S	:30	6	\$2,400.00	P-2	0.00	NM	5	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- TWTF- S					5	\$2,400.00		0.00			
Week:		10/15/12	10/21/12	- - - - -					0	\$0.00		0.00			
N 14	WEWS	10/13/12	10/13/12	LN after Sports LN after Sports	CM	11p-130x	- - - - - S-	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- - - - - S-					1	\$800.00		0.00			
N 15	WEWS	10/09/12	10/15/12	M-F 1202a-107a Jimmy K M-F 1202a-107a Jimmy K	CM	1202-107x	M-TWTF- -	:30	4	\$600.00	P-2	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- TWTF- -					4	\$600.00		0.00			
Week:		10/15/12	10/21/12	- - - - -					0	\$0.00		0.00			
N 16	WEWS	10/15/12	10/15/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	M- - - - -	:30	3	\$700.00	P-2	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M- - - - -					3	\$700.00		0.00			
N 17	WEWS	10/15/12	10/15/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	M- - - - -	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M- - - - -					2	\$650.00		0.00			
N 18	WEWS	10/15/12	10/15/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	M- - - - -	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M- - - - -					1	\$2,400.00		0.00			
N 19	WEWS	10/15/12	10/15/12	M-F 1202a-107a Jimmy K M-F 1202a-107a Jimmy K	CM	1202-107x	M- - - - -	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M- - - - -					1	\$700.00		0.00			
N 20	WEWS	10/09/12	10/15/12	Tuesday Prime C Tuesday Prime C	CM	10-11p	- T - - - -	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- T - - - -					1	\$7,000.00		0.00			
Week:		10/15/12	10/21/12	- - - - -					0	\$0.00		0.00			
N 21	WEWS	10/09/12	10/15/12	Monday Prime C Monday Prime C	CM	10-11p	M- - - - -	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- - - - -					0	\$0.00		0.00			
Week:		10/15/12	10/21/12	M- - - - -					1	\$4,000.00		0.00			
													Totals	66	\$100,600.00